



Sleep Number 360™ Smart Bed

Sleep Number is introducing a revolutionary new product in 2017, the Sleep Number 360™ smart bed, which is the most significant innovation in the company's 30-year history. Powered by the latest in biometric sleep tracking, the Sleep Number 360 smart bed intuitively senses and automatically adjusts comfort to keep both partners sleeping soundly all night. When you go to sleep, the bed goes to work.

The SleepIQ® technology platform – the brains of the bed – integrates hardware, software and design to deliver effortless adjustability, sleep tracking and connectivity. SleepIQ constantly senses each sleeper's movements, and integrates with the new smart mattress and the FlexFit™ adjustable base to automatically adjust for restful sleep all night long. The Sleep Number 360 smart mattress and adjustable base series offer these new features:

- Self-adjusting comfort throughout the night. As sleep positions change during the night, ResponsiveAir™ technology adjusts the bed's comfort in real time – gently contouring to side, back or stomach profiles. For example, when a sleeper moves from their back to their side, SleepIQ senses the movement and automatically softens the mattress comfort (amount of air inside the chamber), allowing the mattress to contour to the sleeper's side profile and alleviate pressure points.
- Automatic snore detection and adjustment. Listening to SleepIQ biometrics, the smart adjustable base automatically adjusts to each sleeper's ideal position throughout the night. For example, if someone is snoring on their back, the bed automatically raises the snorers' head seven degrees to help temporarily relieve the symptoms of common, mild snoring in otherwise healthy adults.
- Foot-warming feature to fall asleep faster. Research shows that people fall asleep faster when their feet are warmed. Through SleepIQ technology, the base knows the sleepers' bedtime routine and warms the foot of the bed automatically before bed through Rapid Sleep Onset™ technology.

When you go to Sleep, the Bed goes to Work

The Sleep Number 360 smart bed intuitively responds to each person's bedtime routine. The SleepIQ® app offers a more robust user profile that makes bed ownership smarter, more convenient and completely individualized. From setting a smart alarm that awakes a sleeper at the optimal moment, to a customized pre-bedtime routine, you can select an individualized sleep experience that meets your unique weekday or weekend sleep routines. For example, if a sleeper plans to go to bed at 11 p.m., they can customize their sleep experience to meet their unique needs:

- **10:30 p.m.** – The sleeper receives a bedtime reminder via the SleepIQ app
- **10:45 p.m.** – Foot-warming feature automatically turns on in the smart adjustable base before the sleeper gets into bed
- **11 p.m.** – The smart adjustable base adjusts to the sleeper's favorite position for reading in bed
- **11 p.m. – 7:30 a.m.** – ResponsiveAir technology constantly senses movements and adjusts mattress comfort during the night
- **1 a.m.** – Partner begins to snore, and the smart adjustable base raises their head
- **4:30 a.m.** – If a user gets out of bed to check on a child or use the bathroom, under-bed lighting will automatically turn on (lighting the way in the dark); then turn off when they return to bed
- **7:15 a.m.** – SleepIQ technology knows what time the sleeper would like to wake up, and an alarm will sound when they are in their lightest stage of sleep during their desired wake-up time window

SleepIQ® Connectivity

The new Sleep Number 360 smart bed provides an individualized sleep experience that syncs with other health and fitness apps. For example, SleepIQ® data integrated with Fitbit® activity data offers insights on how a fitness routine impacts sleep. And SleepIQ works with the Nest Learning Thermostat™, which allows the sleeper to identify the optimal bedroom temperature for sleep.

Improving the Sleep Experience

The Sleep Number design and engineering teams started with one question: 'if you could design the perfect sleep experience, what would it be?' Informed by years of experience, proprietary research, clinical sleep studies, SleepIQ data, and consumer insights across the many touch-points of the business, the new Sleep Number 360 smart mattress and FlexFit adjustable bases:

- Take Sleep Number adjustability to a whole new level. The bed reads each individual's biometrics and movement and knows precisely how to respond to optimize their experience (e.g., adjusting the comfort of the mattress, adjusting the position of the bed).
- Offer improved comfort across the entire portfolio. During testing, all bed models were rated higher in comfort by the sleeper than their prior experience with the same model.
- Deliver an improved customer experience. A simplified product design will improve customers' delivery and service experience. Customers will benefit from a shorter in-home delivery process and the new SleepIQ app offers a more robust user profile with individualized bedtime routine and diagnostics.

Availability & Pricing

The new Sleep Number 360 smart bed will be rolled out in phases throughout 2017, beginning in the first half of the year, and will be available in all Sleep Number® retail channels. Customers will be able to choose from several combinations of Sleep Number smart mattresses and bases to meet their specific needs, which will be priced similar to current Sleep Number mattresses and adjustable bases.

About Select Comfort Corporation

Nearly 30 years ago, Sleep Number transformed the mattress industry with the idea that 'one size does not fit all' when it comes to sleep. Today, the company is the leader in sleep innovation and ranked "Highest in Customer Satisfaction with Mattresses" by J.D. Power in 2015 and 2016. As the pioneer in biometric sleep tracking and adjustability, Sleep Number is proving the connection between quality sleep and health and wellbeing. Dedicated to individualizing sleep experiences, the company's 3,600 employees are improving lives with innovative sleep solutions. To find better quality sleep visit one of our 530 U.S. Sleep Number® stores or Sleepnumber.com.

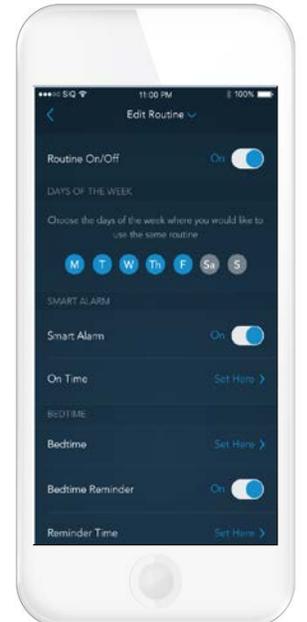
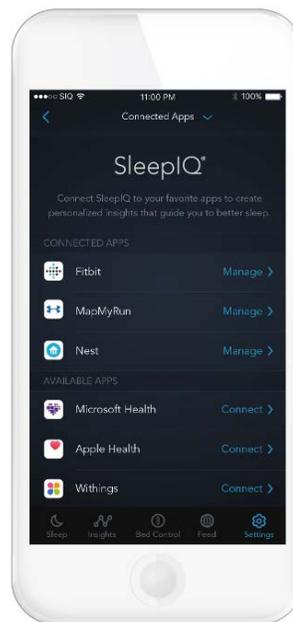
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Photos available for download:





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